

Year in Review

Enrollment

What steps did you take this year to aid ISU in overcoming enrollment challenges?

Our area's main contributions to dealing with enrollment challenges remain:

- Offering learning opportunities in a supportive, collaborative environment such that students involved will use that experience as a reason to substantiate their decision to return to ISU for their second, third and fourth years.
- To meet with incoming first-year students and transfers students who have interest in studying journalism and/or working on the publications' staffs.

What can your office do next year to help overcome enrollment challenges?

- Continue our past efforts and expand them where practicable.

Action Steps

Do you have any further progress you would like to report?

Really, the material entered under "Future Goals" also applies here:

-- EL= In the upcoming months and years, we plan to strive to improve upon the training that we provide to the students who serve on the news, editorial, advertising, business office and distribution staffs of the Indiana Statesman and iQ magazine. To date, our training has consisted of staff retreats, occasional in-service workshops during the semesters, sending relevant information via email and supporting students' attendance at state, regional and national media conventions. We need to expand training in all areas so that it is provided in more of an ongoing manner and spread more consistently over each semester and also provided during the summer.

-- CE= We need to continue to reach out to the Terre Haute and Vigo County communities in terms of news and feature coverage in both publications, in terms of advertising contacts and in terms of distributing our publications to city and county audiences. Students, faculty and staff will always remain our primary audiences, but we need to continue to cultivate the publications' roles in the larger communities.

-- TCH= We need to expand the technological reach of our publications by better utilizing such means as online content, podcasting, blogging, online video and online audio. Ideally, this would involve the addition of either an assistant director for technology or an upper-class student or graduate student to specialize in this area.

Assessment

What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?

- During fall semester, the director wrote a detailed, 13-area adaptation of CAS guidelines for Student Publications as part of a departmental self-study. (CAS had no set of guidelines for student media operations.) The resulting document of criteria measurement was administered with the professional and student staffs. The results were shared with those who took part in the self-study and with the Student Affairs administration and assessment specialist. Others in student media across the country are now seeking access to the director's adaptation of CAS guidelines for reference as they produce their own assessment programs. A journal article is planned for early academic year 2006 in a national college media review.
- During spring semester, those standards adapted from CAS were part of the criteria used in an administrative unit report. The Student Publications Board analyzed the department using a Strength-Weaknesses-Opportunities-Threats model. A report of the Board's findings was submitted to the Student Affairs administration and assessment specialist.
- Additionally, the Statesman partnered with a Communication research class during fall semester to produce an online-administered readership survey.
- As every year, we have assessed quantitatively our advertising staff's sales performance compared against monthly sales goals. We have produced and shared with the student sales staff monthly reports to demonstrate progress against goal, supplemented by a revenue sheet for each issue of both publications.

Budget

As you know, ISU is facing significant budget challenges. Finding ways to overcome these while increasing efficiency requires innovation. How are you overcoming your budget challenges this year?

- The increasing ability to greatly supplement student fee funds with revenues from advertising sales has allowed the department to keep up with its budget challenges. In 2005-2006, the student ad sales staff produced more than \$223,000 in revenue, which is twice as much as student fee support.

Strategic Initiatives

Development Activities

What role might your unit play during the silent phase of the comprehensive fundraising campaign?

Occasional news coverage of the progress, or lack, of the campaign.

Future Goals

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Have you considered any action steps your department could make to enhance Indiana State University's reputation as a University of choice? If so, please indicate what you are planning to do and tell us which area of planning your steps fall under.

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